GUESS who it is?

Find the Face
That Sets the Pace
For All the Boys
In the Men's Hat Race,
Then Go Down
And Find the Place,
So That You Won't Be In Disgrace—
—WITH—

BLACK

The Hatter and Men's Furnisher
107 South 16th St.

A. HOSPE CO.

PIANOS

KNABE PIANOS
KIMBALL PIANOS
KRANICH & BACH PIANOS
KRELL PIANOS

EASY PAYMENTS.

A. HOSPE CO.,
1513 Douglas St.

The Bennett Company

Omaha's GREATEST Trading Center--GREATEST because of its Popularity, GREATEST because its bigger than any store around, GREATEST because its the pleasantest for shopping, GREATEST because of extra values, GREATEST because it recognizes the Cash Buyer's Right to a Cash Discount and gives Green Trading Stamps with all purchases in all departments all the time, that's Bennett's.

You may have to guess awfully hard to win the BEE PRIZE tied up in this page, but THERE'S NO GUESSING as to where it's best to spend your money and BE SUREST of best results—that's BENNETT'S.

Have you noticed how this great store grows and grows? Have you noticed how the carpenters have been working day and night since New Years day? How extra floor space—at the cost of closing the huge lightwell in the center of store—has had to be secured?

What does it all mean? It means that we are determined to maintain retail leadership around us. Bennett pioneered Omaha's new retail center, and we're here "with the goods."

TRADE WHERE YOU ARE BEST SERVED — AT BENNETT'S.

PRIZES

1st Prize, $10.
2d Prize, Set Dishes.
For Remaining Ten Prizes See Page 2.

Sorosis Shoe Store
Two Hundred and Three South Fifteenth Street.
The New Spring Styles for Women Are In.

Walkover Shoe Store
Fifteen Twenty-one Farnam Street.....
The Proper Shapes for Men—$3.50 and $4.00.
Frank Wilcox, Manager.

If You Can't Come, Telephone

Any Doctor's Prescription

We have the confidence of all the physicians in the city.

It makes no difference on what druggist blank the prescription is written, it will be properly and economically filled by us, if you bring or send it here.

If it is not convenient to do that, just telephone us and we will send for it at once and deliver the medicine promptly, without extra charge.

We believe prescription work cannot be done any more carefully or satisfactory to doctor and patient than our work is now done.

Prices are always reasonable, quality considered.

BEATON DRUG CO.,
Fifteenth and Farnam.
IF IN DOUBT, ASK YOUR DOCTOR.

ONIMOD

Best Shoes $3.50 No More

For Men $2.50 No Less

...190 New Styles...

All are made of the best leathers by the most skillful workmen. We have no branch stores in Omaha. You will find us at the same old place.

..Maker to Wearer..

Regent Shoe Co.
205 So. 15th Street.

To know the whole at a glance at this half—

'twill be almost impossible. But the better you see—the more you'll see, and—you'll see it with less effort.

Where ocular defects exist, eye glasses are needed. On the kind of lenses selected depends the benefit received.

The old style flat lens dims and blurs if you look through any part other than the center. But if you

Wear "TORIC" Wide Vision Lenses

that curve as the eye curves, then—whether you look up or down, to right or left, or straight ahead—you'll see everything there is to see and see it perfectly.

Prices depend on individual requirements, selection of frames and mountings.

Have your eyes attended to—see us right away.

HUTESON OPTICAL CO.
213 South 16th St., Paxton Blk.
Established 1896 -:- OMAHA
Wheaton-Walker Adv.

OF COURSE YOU KNOW

That children and the grown folks are both fond of our confectionery for it is made of such good materials and by such superior processes that it is always delicious and wholesome. There is a big difference in the manufacture of confectionery. If you want the best get Dyball's. Our prices are reasonable. Our motto is absolute purity.

"If it Comes from Dyball's It's Pure"

DYBALL'S PALACE OF SWEETS
The Only Exclusive Candy Store in Omaha
1518 Douglas St.
406 S. 15th St.
317 S. 14th St.
Telephone 1416

HARRY W. McVEA PLUMBER

1122 North 26th St. 'Phone 3747.

Did you ever hear of moderate priced plumbing?

Think it over! Did you? Few people ever have, but that is the kind I do.

I buy the materials for you at the lowest possible price and charge only for the time I actually work. Can you find a better proposition than this?

I have no shop—my residence is 1122 North 26th St., 'Phone 3747—thereby eliminating this expense that others have and some one must pay for.

On every contract I take I do the work myself and know that it is the best in every respect and you will never have trouble with it.

HARRY W. McVEA,
1122 North 26th St. 'Phone 3747.

HENRY

HE ENGRAVES WEDDING INVITATIONS AND CARDS.
...Also Sells Stationery...
1607 Farnam Street.

DRESHER

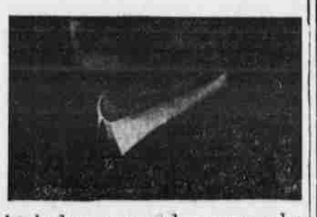
OMAHA'S FASHIONABLE TAILOR
Has Just Returned From New York
where he selected his stock of woolens for spring, part of which are now on display at our store and ready for your inspection.

Suits $20 to $50.
Trousers $6 to $15.
Top Coats $25 to $50.
Waistcoats $6 to $15.

DRESHER
OMAHA'S FASHIONABLE TAILOR
Telephone 1857.
1515 FARNAM STREET.
OPEN EVENINGS
Too Busy Making Clothes to Close.

Insure yourself against incompetent help

Save Time
(Time is Money)
Save Worry
AND
Save Expense
(Incompetent Help is Expensive)



Our list of desirable applicants includes men and women who are EXPERTS along clerical, technical or executive lines.

Western Reference and Bond Association
(Incorporated)
'Phone 4283. 840-841 N. Y. Life.

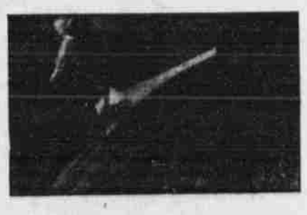
COLUMBIAN OPTICAL CO.

211 SOUTH SIXTEENTH ST.

THERE IS NO GUESSING NECESSARY WHEN YOU WISH TO DECIDE WHERE TO GO FOR SPECTACLES AND EYE GLASSES.

WE ARE THE OLDEST OPTICAL HOUSE IN OMAHA AND HAVE 20,000 SATISFIED CUSTOMERS.

COLUMBIAN OPTICAL CO. 211 SOUTH SIXTEENTH ST.



Do you know?

That your eyes are your best friend?

That a strain on the eyes causes headaches?

That headaches cause nervousness?

That more diseases are caused by nervousness than any other cause?

That if you remove the cause you can cure the disease?

That a great deal of suffering could be relieved by glasses if they are suited to your eyes?

That I will tell you of your diseases and tell you what caused them and tell you how to relieve them?

Yours for your eyes,

H. HENKER,
Neville Block, 16th and Harney. THE EYE SPECIALIST.

THE SIGN OF THE

KODAK

NEW PHOTOGRAPHY

PICTURE MAKING this year is SIMPLER than it was last year. There is no halt in the Photographic procession. NEW and SIMPLE METHODS are daily invented to displace old and difficult ones. OLD THEORIES are UPSET at every turn of the calender. So RAPID has been the PROGRESS that the worker of a few years ago would fail utterly to understand how simple processes of the present day are possible.

THE AMATEUR OF TODAY loads and unloads his Camera, develops his negative and makes his prints—all without a dark room.

Everything new in photography will be shown and explained to you if you will call where you see the sign of the

KODAK
—AT THE—
ROBT. DEMPSTER CO.
1215 Farnam St., Omaha

Among the new things are the COMBINATION FILM AND PLATE KODAK, Daylight Developing Machine. Have you seen the new Premo Film Packs and the FILM pack ADAPTER? They can be fitted to your old PREMO if you have one. They are LOADED in DAYLIGHT and twelve exposures can be made without changing. The new CENTURY Cameras are IMPROVED. Hawkeye Cameras are up-to-date.

Don't go on your VACATION without a Camera. A good one can be bought at any price from ONE DOLLAR up.

If you are progressive, don't forget the sign of the KODAK, where everything in Photography that is new can be seen.

THE ONLY EXCLUSIVE PHOTO SUPPLY HOUSE IN OMAHA—
THE ROBERT DEMPSTER CO
1215 Farnam St., Omaha, Nebraska.

We Want Your Wife

TO USE ONE OF OUR

WHEELER & WILSON

Ball Bearing Sewing Machines. We sell them because they are light running, durable and the folks all want them. We rent machines for 75 cents per week.

SPECIAL SALE THIS WEEK

On machines that are shop worn.

Singer—D. Head.	$15 to $20
Wilcox & Gibbs	$20 to $35
Standard Grand—D. Head	22.50
Davis—D. Head	20.00
White—D. Head	16.00
Service Cabinet	22.50

Nebraska Cycle Co.
GEO. MICKEL, Mgr.
Phone 1663.
Corner Fifteenth and Harney.
625 N. 24th St. South Omaha
334 Broadway, Council Bluffs

JONES & TAILOR

310 N. Y. Life Building

CONTRACTORS

....Plain and Ornamental Plastering....

Recently contracts were awarded to the LOWEST BIDDER for all plastering and cornice work at the following places: Council Bluffs Public Library; Hamilton Flats, Twenty-fourth and Farnam; Barnard Flats, Twenty-ninth and Leavenworth; Saunder's County Court House; and Sixth Floor Bee Building; the work to be guaranteed.

JONES & TAILOR

Did all of this work. This speaks for itself. If you have anything to be done in our line give us a trial. We will do

BETTER WORK AND SAVE YOU MONEY

Every job is personally superintended by one of us and only skilled mechanics are employed, which assures you the best of workmanship.

JONES & TAILOR, CONTRACTORS, 310 N. Y. LIFE BUILDING

The World's Best Tailors Could Add Little to Our $25 Made-to-Measure Suits Except the Price.

Our tables are filled high with new spring woolens, including the latest styles in grays, blues, browns and blacks. We have the famous "Washington Navy Serge"—the standard of the U. S. Government for naval officer's uniforms.

Your orders are safe with us—our suits are made-to-order, made-in-Omaha, made-to-fit and made to make you come again.

PARIS WOOLEN CO.
OMAHA'S BUSIEST TAILORS
1415 Douglas St.
D. H. BECK, Mgr.

The Three Best

AUTOMOBILES MADE

OLDS
POPE TOLEDO
THOMAS FLYER

That's why we sell them. Don't think of buying an Automobile till you've looked over our line and get our prices.

We also sell safes—new safes, second-hand safes—all kinds, all styles, all prices. We are safe men.

J. J. DERIGHT & CO., 1119 Farnam Street

Move Up

with the Procession

Paint and Repair Your Carriage Now

Order New Rubber Tires
Headquarters Here

Drummond's
18th and Harney.

STAND UP FOR OMAHA

Place Your Order Where Your Clothes Will Be Made in Omaha

Our $3.50 Trousers—Our $17.50 Suits—
Are made in Omaha by Omaha tailors. Our $3.50 Trousers are the equal of $5.00 and $6.00 Trousers made by other tailors, and our $17.50 Suits cannot be duplicated elsewhere for less than $25.00.

Look at our $5.00 Trousers—worth $7.00 and $8.00.

Grand Pants Co.,
205 North 16th Street
Telephone 3419